R.J. Reynolds Tobacco Company

M. A. BELNIAK
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December 23, 1996

To: Boston R.O.U.
New York Metro R.O.U.
Buffalo R.O.U.

For: Dissemination to all Appropriate Sales/Retail Representatives with *STOP & SHOP SUPERMARKETS (CID #0533 00 00)*

RE: STOP & SHOP / RJR BUYDOWN

Ladies and Gentlemen:

Please find below RJR buydown promotional information which will be in effect throughout the Stop & Shop Supermarket Chain.

Promotion - (Buydown)
Brand Styles: Value Sense *(all styles)*
Rate: $2.00 per carton / .20¢ per pack
Time Period: January 5, 1997 through March 1, 1997

Reimbursement --
All reimbursement for the above listed promotion will be handled at chain headquarters.

Please ensure this buydown promotion is clearly communicated to the consumer.

Sincerely,

Mike

M. A. Belniak

MAB/nsk

Sales		Retail	
1221		1222	20, 21, 22, 24
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

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Source: https://www.industrydocuments.ucsf.edu/docs/gnby0000